



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Dale, AL

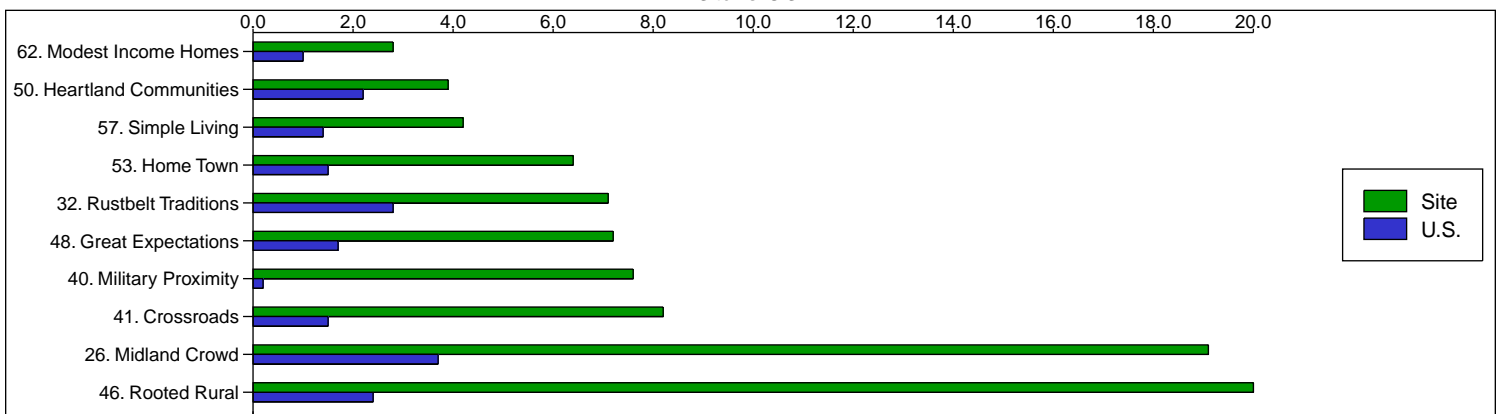
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	46. Rooted Rural	20.0%	20.0%	2.4%	2.4%	820
2	26. Midland Crowd	19.1%	39.1%	3.7%	6.1%	512
3	41. Crossroads	8.2%	47.3%	1.5%	7.6%	543
4	40. Military Proximity	7.6%	54.9%	0.2%	7.8%	3820
5	48. Great Expectations	7.2%	62.1%	1.7%	9.5%	413
	Subtotal	62.1%		9.5%		
6	32. Rustbelt Traditions	7.1%	69.2%	2.8%	12.3%	250
7	53. Home Town	6.4%	75.6%	1.5%	13.8%	439
8	57. Simple Living	4.2%	79.8%	1.4%	15.2%	297
9	50. Heartland Communities	3.9%	83.7%	2.2%	17.4%	180
10	62. Modest Income Homes	2.8%	86.5%	1.0%	18.4%	279
	Subtotal	24.4%		8.9%		
11	14. Prosperous Empty Nesters	2.7%	89.2%	1.8%	20.2%	148
12	25. Salt of the Earth	2.6%	91.8%	2.8%	23.0%	93
13	33. Midlife Junction	2.3%	94.1%	2.5%	25.5%	93
14	56. Rural Bypasses	1.9%	96.0%	1.5%	27.0%	126
15	18. Cozy and Comfortable	1.5%	97.5%	2.8%	29.8%	53
	Subtotal	11.0%		11.4%		
16	42. Southern Satellites	1.4%	98.9%	2.7%	32.5%	51
17	29. Rustbelt Retirees	1.0%	99.9%	2.1%	34.6%	48
	Total	99.9%		34.6%		287

Top Ten Tapestry Segments

Site vs. U.S.

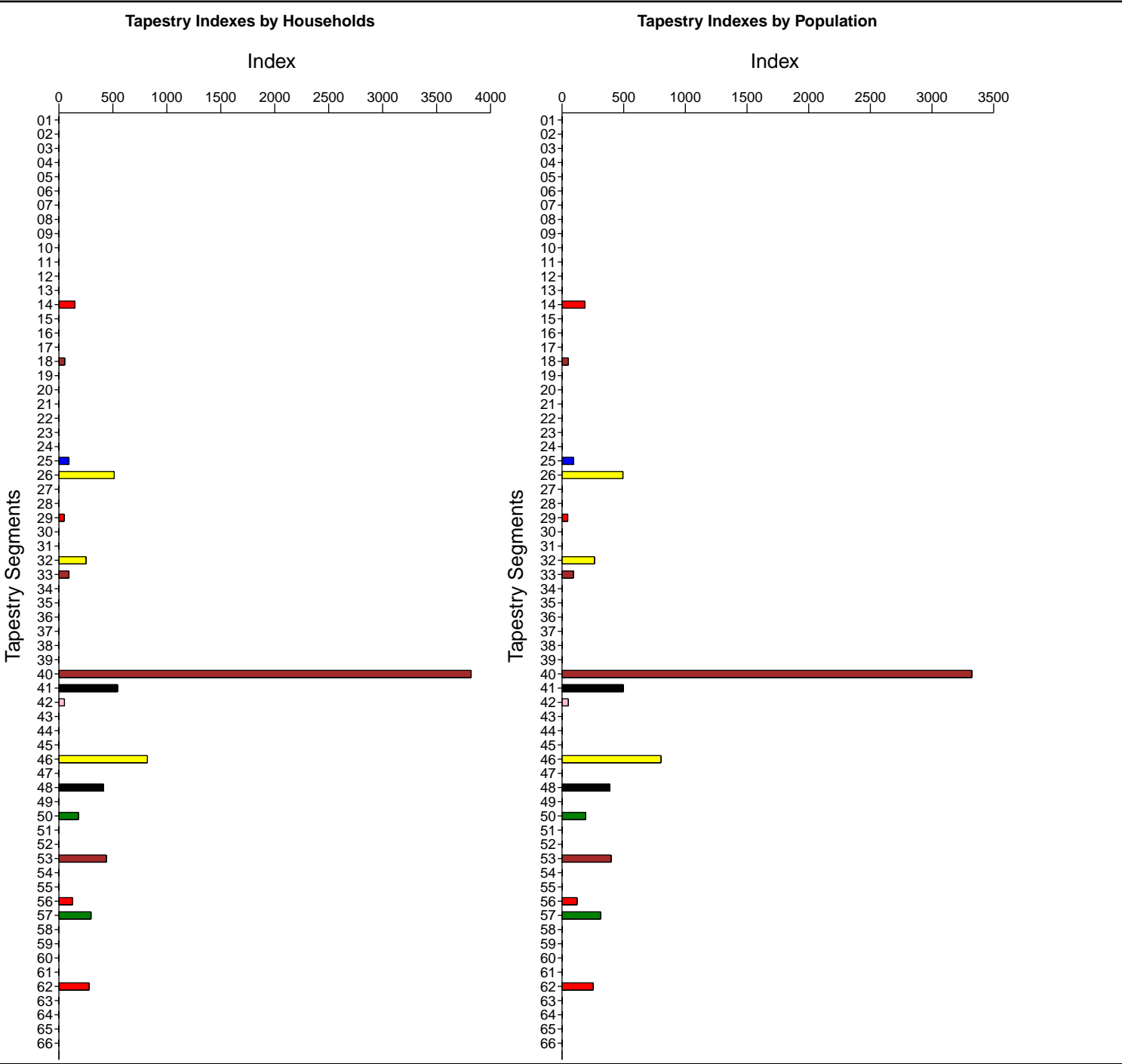


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Dale, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Dale, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	19,095	100.0%		48,130	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	285	1.5%	11	689	1.4%	10
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	285	1.5%	53	689	1.4%	51
L3. Metropolis	539	2.8%	54	1,237	2.6%	49
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	539	2.8%	279	1,237	2.6%	252
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	2,259	11.8%	95	5,462	11.3%	109
14 Prosperous Empty Nesters	522	2.7%	148	1,503	3.1%	185
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	192	1.0%	48	422	0.9%	46
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	739	3.9%	180	1,776	3.7%	191
57 Simple Living	806	4.2%	297	1,761	3.7%	313
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	1,459	7.6%	530	6,074	12.6%	708
40 Military Proximity	1,459	7.6%	3820	6,074	12.6%	3322
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	19,095	100.0%		48,130	100.0%	
L7. High Hopes	1,376	7.2%	176	2,901	6.0%	158
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,376	7.2%	413	2,901	6.0%	388
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	1,794	9.4%	107	4,355	9.0%	109
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,354	7.1%	250	3,384	7.0%	262
33 Midlife Junction	440	2.3%	93	971	2.0%	92
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	2,349	12.3%	130	5,430	11.3%	121
25 Salt of the Earth	494	2.6%	93	1,241	2.6%	94
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	266	1.4%	51	637	1.3%	50
53 Home Town	1,226	6.4%	439	2,667	5.5%	397
56 Rural Bypasses	363	1.9%	126	885	1.8%	121
L12. American Quilt	9,034	47.3%	508	21,982	45.7%	494
26 Midland Crowd	3,645	19.1%	512	9,093	18.9%	493
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,563	8.2%	543	3,790	7.9%	497
46 Rooted Rural	3,826	20.0%	820	9,099	18.9%	801
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Dale, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	19,095	100.0%		48,130	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	2,730	14.3%	131	6,285	13.1%	115
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,354	7.1%	250	3,384	7.0%	262
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,376	7.2%	413	2,901	6.0%	388

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U6. Urban Outskirts II	1,345	7.0%	137	2,998	6.2%	118
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	806	4.2%	297	1,761	3.7%	313
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43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,226	6.4%	439	2,667	5.5%	397
U9. Small Towns	2,302	12.1%	248	5,566	11.6%	256
41 Crossroads	1,563	8.2%	543	3,790	7.9%	497
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	739	3.9%	180	1,776	3.7%	191
U10. Rural I	4,139	21.7%	192	10,334	21.5%	189
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U11. Rural II	4,455	23.3%	303	10,621	22.1%	292
37 Prairie Living	0	0.0%	0	0	0.0%	0
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